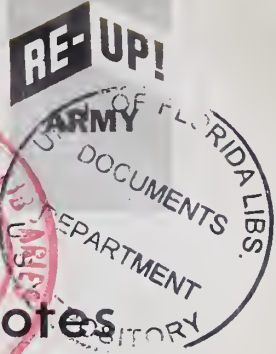


October 1960



# Recruiting

JOURNAL OF THE UNITED STATES ARMY



OCT 1960

## New CAREER REPORTS film series promotes Army opportunities through vocational guidance

Early in his tour, each Army recruiter makes an uncomfortable discovery. Time and again, he observes that a great many teen-agers who walk into his recruiting station *don't have the haziest idea about what kind of work they want to do.*

This situation tends to complicate the recruiter's job. Before he can sell his prospect on an Army job training opportunity, he's forced to determine what kind of job the young man wants. Often, the search is time-consuming and frustrating. Most Army recruiters value the vocational guidance aspect of their roles—but don't have time to start from scratch with each confused youngster who's totally in the dark about his future.

Is there a simple solution to this problem? No. But an Army Recruiting Service project now in the works can make a real contribution in this direction—and give recruiting objectives a healthy shot in the arm besides. The name of the project is *Career Reports*.

Currently in production, *Career Reports* is a new and unusual series of motion pictures. Each film describes an occupation for which a college diploma is not normally required.

The first group of films considers nine occupations: *The Motor Mechanic, The Law Enforcement Officer, The Construction Worker, The Electronics Technician, The Metal Worker, The Draftsman-Surveyor, The Electrical Worker, The Telephone Man, and Military Careers.*

The advantages and disadvantages of each field are presented clearly and objectively. Men actually on the job describe their work—and how they happened to get into it. Up-to-date facts are presented in an interesting, lively format. In each film, the high school guidance counselor is suggested as a source of additional information and advice.

Every young man in search of his life's work *needs* facts to decide on what he wants to do. To have the best chance



of getting ahead, he needs to know the pros and cons of an occupation *before* getting into it. A host of civilian companies provide guidance materials to help the college graduate know where he's going. But until now, guidance help has been sorely lacking for one huge category of young men—the 7 out of 10 who *don't* go to college.

*Career Reports* is designed to plug

this serious gap in the average high school vocational guidance program.

What does the recruiter gain when the Army sponsors a project of this sort? First; good will. *Career Reports* is a strong public service undertaking—with the enthusiastic support of leading vocational guidance authorities.

Secondly; more productive use of the recruiter's time. As noted earlier, less time is required to enlist the young man who has some notion of what he wants to do.

Last—but perhaps most important; improved awareness of Army job training opportunities. Each film in the series carries this distinct moral—"training is indispensable to success in any skilled occupation." Beginners can acquire the necessary training in one of several ways. On the job (by means of formal or informal apprenticeship), through a trade school or company training program, or *in the Armed Services.*

Each *Career Reports* field has its Army counterpart. The Army's purpose is achieved simply by being recognized as *one* of the possible ways in which a young man can secure essential vocational training.

*Career Reports* will be heavily promoted to parents and civic organizations as well as to teachers and guidance counselors across the United States. Machinery has been set up to distribute *Career Reports* nationally through an organization specializing in the distribution of sponsored public relations films. (Inquiries should be referred directly to *The Adjutant General, Department of the Army, Washington 25, D. C., Attn: AGSN.*) Initially, *Career Reports* will be available only to high schools. But plans are being explored to also allocate prints to interested television stations via the recruiting force.

Coupled with intensive "choice before enlistment" advertising, *Career Reports* represents a dramatic step forward.



# did you know?

by the editor . . .

No article of wearing apparel is more important to the soldier than his footwear, and no matter how well clothed, he is at a distinct disadvantage unless properly shod.

In the early days of the Continental Army, Washington's men were equipped with all kinds of footwear. The distress of the "ragged Continentals" at Valley Forge is familiar to all students of American history. This distress was occasioned in no small measure by the fact that the men were obliged to swathe their bruised and bleeding feet in whatever material was to be had.

Some soldiers of the Continental Army wore moccasins or, if serving with mounted troops, boots. In the years following the Revolutionary War mounted men wore high boots, and foot soldiers wore shoes.

Gaiters and half gaiters were worn by some of the American troops during the days of the Revolutionary War. Most of the men of the Continental Army had their breeches made gaiter fashion, held down by a strap under the bottom of the trousers, to keep out dust, etc., and to make it easier for them to pass through fields, underbrush, swamps and rocky places. The canvas legging was evolved from this universal army habit.

At the outbreak of the Civil War, machinery was partially used for the first time in the manufacture of shoes, though hand welt shoes remained the regular article of issue to troops until the outbreak of war with Spain when shoes were entirely machine-made.

The Army adopted a heavy field shoe during World War I. It had metallic-fastened soles, was waterproof and boasted hobnails and heel plates.

World War II and the Korean War saw many new adaptations to footwear, such as combat boots, dress shoes, arctic footwear, etc.

## Relative Standings Reenlistment Competition July 1960

21 Armies and MDW	Standardized Immediate Reenlistment Rate
1—Second Army	44.1
2—M.D.W.	40.7
3—Third Army	39.2
4—Fifth Army	35.9
5—Sixth Army	33.4
6—Fourth Army	32.5
7—First Army	32.2
Technical Services Corps	Standardized Immediate Reenlistment Rate
1—Quartermaster	34.8
2—Medical	34.4
3—Signal	29.9
4—Chemical	27.5
5—Transportation	26.5
6—Engineer	24.9
7—Ordnance	24.2

Source: RCS AG-219

## Public Service Billboards

There's a good supply of "Choose Before Enlistment"—road building theme—24-sheet billboard posters for public service posting after the National Election outdoor posters have served their usefulness. In much shorter supply, but in sufficient quantities for posting near Army posts, is the 24-sheet Re-Up poster, "Always Ready To Lend A Hand."

It is suggested that Army recruiters and career counselors offer these posters to outdoor firms as covers for their outdoor boards during the hiatus which occurs the latter part of November after the election.

## Star Performers

This publication has been furnished two full page newspaper ads which were obtained by Fifth Army recruiters at no cost to the government, being sponsored by business firms of the respective cities.

One ad, which appeared in the Rochester, Minnesota, daily *Post Bulletin* represented the climax of an extensive high school campaign by SFC Anton C. Brekke. The *Post Bulletin* gave Sergeant Brekke top billing for his ad by placing it directly opposite the page of pictures and story of high school graduation the night before.

The second ad, obtained by MSgt Ralph Rooney and SFC Charles Corso, recruiters at Storm Lake, Iowa, appeared in their local newspaper, the *Register*, and was sponsored by 46 business organizations of the community.

Both ads were targeted to the high school graduate.

This publication would like to offer congratulations to these recruiters who showed consummate skill in obtaining this free publicity for the Army Recruiting Service.

## Recruiters Commended

Given the LOCATE task as their primary mission during the past three months, members of the U. S. Army Recruiting Service have done a highly commendable job. From Main Stations throughout the country have come positive results, showing again that personal contact with secondary school officials is the best way to locate and evaluate outstanding prospects.

To those who personally participated in this effort, the Admissions Division extends a sincere "Thanks for a job well done."

(From Admissions Division Newsletter, United States Military Academy, West Point, N.Y., August 15, 1960.)

# Recruiting

RECRUITING JOURNAL OF THE  
UNITED STATES ARMY

Published monthly under supervision of  
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5th of each month

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Reports from the field indicate that shipments of this publication, especially in large quantities, are being received in poor condition. Large shipments of RJ's have been returned to MPPD-TAGO with wrappers and addresses missing. MPPD-TAGO has no way of knowing which addressees have not been receiving this magazine; therefore, they are asked to inform MPPD-TAGO of such occurrences.

## Have You Received

Action will be taken to amend the provisions of AR 601-215 and AR 601-230 so as to indicate that applicants who have been granted a waiver of civil record, for offenses other than minor traffic violation or other minor offenses for which no civil restraint exists, are limited to selection of enlistment options not requiring a security clearance. In addition, AR 601-230 will be amended to insure that courses requiring a security clearance are not selected by immigrant aliens, since security clearance cannot be assured by the time they complete basic training.

Change of address, request for increase or decrease, should be reported promptly. Use address given in Flag on page two.

# Minneapolis USARMS Launches USS ARMY UNLIMITED

USS ARMY UNLIMITED, a 30-foot floating recruiting station launched at St. Paul, Minnesota, was one of the most successful recruiting public relations promotions in the history of the Minneapolis USARMS.

Originator of the idea was SFC Richard Yanke, recruiter at Alexandria, Minnesota. Realizing the potential of such a project, Lt William E. Bonnstetter, USARMS publicity officer, made it a major effort at the RMS level.

Plans called for the USS ARMY UNLIMITED to cruise on the Mississippi River from St. Paul to La Crosse, Wisconsin, making scheduled stops both coming and going at Hastings, Red Wing, and Winona. At "ports of call" recruiters on board would interview and counsel young men and women about the unlimited opportunities available in various careers in the U. S. Army.

Finding a sponsor who would be willing to donate approximately \$7,500 worth of equipment for a 10-day voyage entailed considerable leg work. Mr. Mel Plummer, manager of the Holiday Boat Company, St. Paul, was the man who solved this problem, offering a 30-foot Holiday Houseboat for the project.

The job of organizing a campaign to publicize the event came next. Designs for window cards and signs were rushed to Fifth U. S. Army Recruiting District for approval and production at the Silk Screen Shop. In the interim, Lieutenant Bonnstetter and local recruiters prepared news releases to present to all news media along the 140-mile course of the cruise.

Important people alerted for the occasion were enthusiastic and cooperative. Much fanfare accompanied the USS ARMY UNLIMITED all along the way. At each stop its arrival and departure took the form of a ceremony with the mayor extending an official welcome. Local citizens in their private boats added to the colorful event.

Decorated with pennants and signs, the USS ARMY UNLIMITED was a terrific attention-getter on the river and at all stops. At appropriate times, Army march music and recruiting spot announcements issued forth from loud speakers on board.

News media played up the advent of the USS ARMY UNLIMITED on the Mississippi as pioneering in a new field. To add to the publicity natural, the ship's captain, SFC Junior K. Andersen served in the Navy prior to deciding to make the Army his career.

Publicity on the launching of the USS ARMY UNLIMITED far exceeded expectations. A brief ceremony, immediately prior to the USS ARMY UNLIMITED's casting off for adventure, included remarks by Lt Col D. J. Murphy, commander of the Minneapolis USARMS, by Mr. Mel Plummer, manager of Holiday Boat Company, and by Lt Col James Carroll, representing the U. S. Army Corps of Engineers.

Colonel Carroll presented the ship's captain, Sergeant Andersen, with charts and maps necessary for proper navigation of the Mississippi. Colonel Murphy presented a Certificate of Achievement to Mr. Plummer.



**REPRESENTING THE U. S. ARMY CORPS OF ENGINEERS, Lt Col James Carroll (right) briefs the ship's captain, SFC Junior K. Andersen (left) on Mississippi River navigation before he casts off with USS ARMY UNLIMITED.**

The USS ARMY UNLIMITED was officially christened by Miss Muriel Lux, St. Paul Winter Carnival Queen, using a bright red icicle, and by Miss Judy Mellin, newly crowned Minneapolis Aquatennial Queen of the Lakes, using a decorated champagne bottle filled with water from a Minnesota lake.

TV coverage included one and a half minutes of film on newscasts of Twin City stations, WCCO-TV, KSTP-TV, and KMSP-TV. KROC-TV, Rochester, sent a unit to Winona, 50 miles distant, to tape an interview with Sergeant Andersen for use on newscasts at 6:00 P.M. and 10:00 P.M.

Radio support was equally generous. Upon arrival at La Crosse, a mobile water unit of WLCX met the USS ARMY UNLIMITED and escorted it to the dock, doing a live broadcast during the entire time. Later that evening, a two-hour program was aired live and direct from the USS ARMY UNLIMITED by WLCX. During the show the master of ceremonies interviewed Army personnel on board and aired spot announcements inviting young men and women to visit the ship. As a result of this broadcast alone, more than 100 high school graduates and seniors were interviewed aboard the USS ARMY UNLIMITED.

*The Minneapolis Morning Tribune* (circulation 225,000) carried a four-column picture of the launching.

The "voyage" itself was an eventful one for Sergeant Andersen and MSgt Leigh B. Bell, RMS southern area supervisor, who served as senior Army recruiter on board. In the ship's log, Andersen noted the fact that 12 locks in the course of the cruise proved to be real tests of their navigation skill. The first one caused a few anxious moments, but by the time the 12th one was reached, it was negotiated in expert fashion. Another item logged stated that no one became seasick even though they had encountered some rough weather.

Colonel Murphy and Sgt Major Edward R. Haupt, who met the ship at La Crosse and took an active part in recruiting activities on the return trip to St. Paul, reported the USS ARMY UNLIMITED very comfortable. From the standpoint of public relations, opinion was unanimous that Army recruiting had reaped great benefit. And, in the process, recruiters were able to tell the Army story to hundreds of fine prospects.



# Seems Incredible But It's True

At an impressive ceremony at Fort Jackson, South Carolina, the Oath of Enlistment was administered by Maj Gen H. D. Ives, post commander, to 176 recruits who had just completed basic training with Fort Jackson's Fifth Training Regiment.

The September 1st regimental review and mass ceremony added the finishing touches to an intensive enlistment drive that gathered in approximately 40 percent of the 427 trainees eligible for enlistment in the Regular Army.

Under the direction of Capt Samuel L. Bennett, post reenlistment officer, and SFC Harold A. Stewart, career counselor of the Fifth Training Regiment trainees, the yield of 176 enlistees represents a new post record and a possible Army record. Company "A" of the 10th Battalion's contribution of 68 enlistees surpassed the previous high of 52 set in 1959. It is interesting to note that two first sergeants, MSgt Raymond E. Guertin, Company "A", 10th Battalion, and MSgt L. L. Lancaster, Company "A", 19th Battalion, were instrumental in the enlistment of 68 and 66 trainees respectively, or 134 enlistments of the 176 total. This goes to prove the important role a top-kick can play.

For personnel of the Fort Jackson Reenlistment Office, the effort produced another triumph in a chain of achievements that has repeatedly earned the group high praise. Fort Jackson has consistently held a high reenlistment rate among trainee personnel, due to the well-integrated efforts of its career counselors.

In order to meet press deadlines, the information presented above had to be gathered before the personnel of the Fort Jackson Reenlistment Office turned on more heat and added more laurels to this achievement. They believe their next triumph will be the enlistment of over 185 trainees the first week and that they will go over 500 enlistments during September.

Sharing in the record breaking reenlistment drive with Captain Bennett and Sergeant Stewart were career counselors MSgt Beauford V. Revels, MSgt Don Latorre, SFC Walter E. Hodge, SFC Herman O. Owens, SFC Roger T. Adams, SFC John G. Watson, Sgt Phillip S. Friedenthal, Sgt Clarence E. Grant, Clerk Typists Sgt Lessie E. Christmas and PFC Otilia Rojas.



**AT HILTON FIELD, Fort Jackson, S. C., Maj Gen H. D. Ives, commanding general, administers the Oath of Enlistment to 176 graduates of basic training in the 10th and 19th Battalions, 5th Training Regiment.**



**MEMBERS OF THE POST REENLISTMENT OFFICE STAFF, Fort Jackson, S.C. Front row (left to right) are Sgt Lessie E. Christmas; MSgt Beauford V. Revels, Army career counseling supervisor; Mrs. Jo Klimoszewski; Capt Samuel L. Bennett, Fort Jackson post reenlistment officer; MSgt Francis J. Snyder, senior Army career counselor, Third U. S. Army; PFC Otilia Rojas; and SFC Harold A. Stewart. Back row (left to right) are SFC Walter E. Hodge; Sgt Clarence E. Grant, Jr.; SFC Roger T. Adams; SFC John G. Watson, Jr.; and MSgt Dan Latorre.**

## Army Nurse Program Goes on the Air



**Capt John L. Williams, Army Nurse counselor for the Third U. S. Army Recruiting District, presents the Nurse Procurement Program over Radio Station WMSC, Columbia, S. C., via an interview with Andy Scott, the program director.**



**Audrey Hunt (right), "The Gals on the Go" at WIS Radio Station, Columbia, S. C., goes all out for the Army Nurse Program with the appearance of Capt John Williams on her show.**



**Capt John Williams as he appears on WNOK-TV, Columbia, S. C., on a popular noon-time newscast monitored by Jim Moseley.**



# Publicity Forecast

## F. Y. '61

The advertising forecast for the remainder of FY '61 continues to emphasize three programs. The "Choose-it-Yourself" vocational training system, the "Graduate Specialist" program, and the Combat Arms program. These themes have proven to be the Army's greatest products and have carried Army recruiting a long ways toward establishing the favorable identity that the Army has in the public's mind. These themes, with their implication of Army modernity, progress, and training for a career, will continue to be employed to the fullest.

Advertising copy will attack the three long-standing problems of Army recruiting by 1) overcoming the negative connotations of Army life, 2) getting across the positive story that Army trains men for successful careers, and 3) humanizing the Army and thus assuaging the "fear of the unknown" which many prospects feel.

The primary market will be reached by all media, with particular emphasis on television, radio, and more especially through targeted magazines that have good circulation among high school students, plus two full-page ads in *Life* magazine which reaches 25.3% of all parents with children between ages of 15 and 19. The first ad will appear in December and the second early in calendar year 1961.

Thirteen new "Country Style" television shows are being prepared this fall for release to TV stations next spring, along with four highly entertaining commercials. These commercials will be attractive enough to TV station personnel to make them want to program them for their entertainment value alone.

"The Hurrying Kind," a 20-minute film, replacing "Prepare Through Education," will be produced for high school showing. This film is scheduled for release this fall to the Recruiting Service for distribution to high schools.

"Career Reports," a series of half-hour filmed shows, is described on page 1. Be sure and read this report.

A new "Holiday Album of Music," of six 5-minute television shorts is

planned for late fall release to television stations. More about ordering this "Album" for distribution in a later issue of this publication.

This magazine announced last month that the radio series "Topic of Conversation" had been released to the Mutual Network, where it will be aired until December 10, and then released to the Recruiting Service for placement locally. This program is designed to reach the secondary market, not the prospects themselves but the "Centers of Influence," such as parents, civic leaders, etc.

The Steve Lawrence radio show will continue, with series six to be released in December and series seven in March, continuing through June '61.

Commercials for radio airing will feature WAC, nurse, and other female officers of the Medical Corps, with "Choose-it-Yourself" commercials planned for the spring high school campaign.

Purchased outdoor billboard space and public transportation car card space will be continued for FY '61 in a few major metropolitan areas, and it is hoped there will be a continuation of free space for outdoor advertising and car cards.

Sometime in FY '61, probably in the spring, each MPPD will be provided with a complete convention-type display to be used as a unit at any large gathering or as a separate item as the situation warrants.

Supporting publicity in all media—posters, radio, television, booklets and so forth, will be developed during the year. These will be listed in Publicity Props in this magazine as they are work ordered and later listed as available for requisitioning when appropriate.

The WAC College Junior program is being supplemented by a new folder. This folder is designed to be used as a handout as well as a direct mailer to college junior prospects.

WAC officer recruiters will have a big selling tool with the publication this fall of the new four-color WAC officer booklet, "Selected For Success."

A new 48-page booklet in four colors, "Somebody Special," is slated for early

fall production for the WAC enlisted program and is designed to replace the WAC enlisted pamphlets now rendered obsolete because of the uniform change.

A special announcement will be made to the field when the distribution dates of these new WAC booklets are known.

In reenlistment, it is believed there is room for the greatest progress, which will be met by a greater amount of advertising than heretofore. The reenlistment problem, insofar as advertising is concerned, is one of constantly keeping facts before eligible prospects so that when they consider reenlistment they will be reminded of the positive factors.

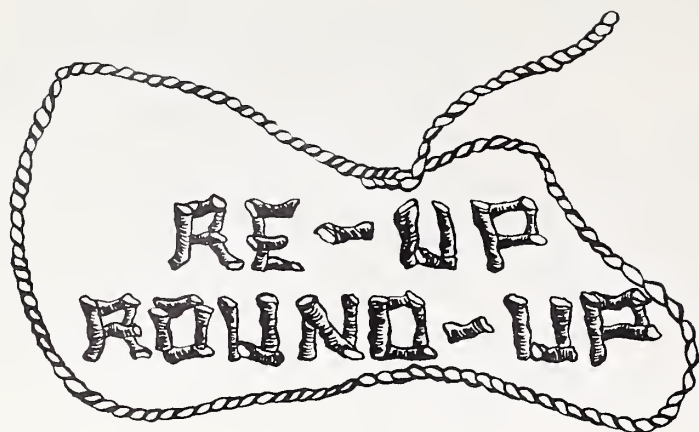
*Army Times* leadership ads will be continued, with a new magazine also being utilized. From time to time, ads will be inserted in *Army* magazine, which also has an in-service readership.

The Overseas Military Edition of the *Reader's Digest* will from time to time carry Re-Up ads for overseas, in-service readership and reenlistment motivation.

A new motivational film, "The One That Got Away," aimed at officer/NCO fundamentals and value of leadership in training and keeping men in the Army, will be released to Army career counselors sometime during late October.

Many recruiters do not realize that a year-round schedule of displays at educational conventions is carried on by MPPD-TAGO. Col John W. Rodgers, MPPD Educational Liaison and Training Officer, attends approximately 12 such conventions during the year at which space is bought for the special convention booth produced specifically for this purpose. Invaluable promotional work is accomplished at these conventions with the school officials and guidance counselors from all over the nation.

In addition to all the above, miscellaneous publicity efforts will be made throughout the year in many areas. It is emphasized that every piece of publicity material produced, from an inexpensive option folder to an extremely expensive motion picture film, has only one purpose and that is to assist the recruiters in selling efforts. MPPD-TAGO feels that a complete, well-rounded publicity program is being provided by the Department of the Army, and recruiters know that no such program is any better than the use made of it by the field sales force. If the various materials and programs are helpful to the recruiter, and if he is making proper use of them, they are serving their purpose well. If not, they are wasted. Remember, publicity alone seldom makes a sale. It takes a salesman to do that.



In the August issue we ran the text of a letter from 1st Lt William S. Fiske, reenlistment officer of the 2d Battle Group, 23d Infantry, at Fort Benning, Georgia, claiming credit to a record in enlisting trainees. Records are fragile things at best, and here are two strong rejoinders from Fort Knox, Kentucky, and Fort Ord, California.

\* \* \*

Capt Bill E. Snider, reenlistment officer, Fort Knox, Kentucky, says: "I sincerely hope that this letter will in no way discourage Lt Fiske, 2d Battle Group, 23d Infantry, Fort Benning, Georgia, in his attempt to enlist trainees. The fact that he was successful in getting a total of 38 trainees enlisted during the last quarter of 1959 is certainly commendable; however, it 'blows' a sorry note when this record is compared to the famous 6th Armored Cavalry Regiment stationed at Fort Knox, Kentucky. Just to keep the record straight, a few statistics are forwarded concerning the reenlistment rates of the 'Famous Sixth':

During the *month* of June 1960, trainee enlistments:

30 for 85.7%

During the *month* of July 1960, trainee enlistments:

27 for 84.4%

During the *4th Qtr FY 1960*, trainee enlistments:

43 for 72.9%

Just to curb any hue and cry that the Sixth Cavalry is larger or smaller than a Battle Group, and in the interest of keeping the record straight, K Troop, 3d Squadron, 6th A/C enlisted 20 trainees during the month of June!

"The United States Army Training Center, Armor (the largest unit at Fort Knox) enlisted a total of 111 US trainees for a percentage rate of 58.5% during the months of June and July. Fort Knox had a June reenlistment rate (all categories) of 59.1% and July efforts resulted in a 55.9%. We sincerely regret that this rate is a little below the all time high of 64.8% established in November 1959; and, we invite comparison with any other installation that had at least 20 EFIRs during any month. Obviously we won't compare with the unit that has one or two eligibles and reenlists them for a 100% rate."

\* \* \*

MSgt William B. Franklin, 7th Battle Group, 3rd Brigade at Fort Ord, California, answers the challenge by Lt Fiske, 2nd Battle Group, 23d Infantry, Fort Benning, in the August issue with a whopping 51 trainee enlistments during the last quarter of fiscal year 1960.

\* \* \*

Competition is a healthy thing, and we are particularly pleased to see such outstanding results, especially in the enlistment of non-RA trainees. Keep up the good work!

\* \* \*

There have been a number of questions regarding the new Reenlistment Data Card (DA Form 1315, 1 April 1960). The new form encompasses many items of information not found on the obsoleted card. Until the new card is universally available, personnel responsible for maintaining the forms should be advised to include home address upon separation, and aptitude area scores on any space available on the old card. For this purpose, condense aptitude area scores to indicate ACB-1, ACB-2, or ACB-3 to indicate one, two or three or more scores above 90. When generally available, new cards will be used to replace all of the existing obsolete forms.

## RECAP in Action



The Army Reenlistment Central Assignment Plan is in action in the 4th Infantry Division Artillery and attached Battalions at Fort Lewis, Washington. Pictured is the result of the efforts put forth by Capt Fred C. Morrison Sr., reenlistment officer, and SFC Glenn W. Wolker, career counselor for the 4th Infantry Division Artillery. Brig General Robert H. Adams, commanding general, 4th Inf Div Arty, administered the Oath of Enlistment to the 15 enlistees. Front row (left to right) are Pvt Gerold L. H. Montord-Holmes, Pvt Issac Hopkins Jr., Pvt Harris R. Walz, Pvt Robert G. Honnoman, Pvt Ken Shintoku, Pvt Robert L. Sinor, Pvt Corrin S. Thurston, Captain Morrison, Sergeant Walker, and General Adams. Back row (left to right) are Pvt Henry E. Collier, Pvt Lee G. Kernoll, Pvt John A. Schmidt, Pvt Clayton Owens, Pvt Jimmy R. Murrey, Pvt Rubye T. Moore, Pvt William J. Shafer, and PFC Edward J. Cromer.

## Itinerary for THIS IS THE ARMY '60

29 Sept.-5 Oct.	Hartford, Connecticut
10-14 Oct.	Manchester, New Hampshire
20-26 Oct.	Portland, Maine
31 Oct.-5 Nov.	Albany, New York
9-12 Nov.	Paramus, New Jersey

**Recruiting**



# Fort Wood Program Results in Re-Up Award

*If you're sold on the Army it's not hard to sell the Army.* This is the secret of success of the Fort Leonard Wood, Missouri, Reenlistment Office which won the Lt General William H. Arnold Reenlistment Incentive Award plaque for the second time in the three years the award has been established.

Capt Harold W. Snowden, post reenlistment officer since 1957, attributes the splendid record of his office to the hard work and special know-how of his staff of career counselors, like performances by the unit counselors at Fort Leonard Wood, and the far above average quality and quantity of staff support.

Almost 50 centuries of enlistments and reenlistments are entered into each month by the average number of 3,000 young

men who are interviewed during that time by the counselors. This means that about 40 percent of the men who come in for counseling by one of the 14 career counselors are convinced that further service in the United States Army is in their best interests. Many of those interviewed are doing long range planning against the time they come up for reenlistment.

Like the country doctor, the Fort Wood counselors are available to their clients on a 'round the clock basis. Although they are seldom called out in the middle of the night, they do upon occasion call at the homes or barracks of men seeking counsel after duty hours. For them it's never too late or too early to help a man find his proper niche in the Army.



LT GENERAL WILLIAM H. ARNOLD REENLISTMENT INCENTIVE AWARD is presented at Fort Leonard Wood to the post commander, Maj Gen Howard Ker (center) by Brig Gen John E. Leary, deputy commanding general of the Fifth U. S. Army, as Capt Harold W. Snowden, post reenlistment officer, looks on.



COL ERNEST B. LEIDHOLT (front row left), Fifth U. S. Army adjutant general, poses with the Fort Wood career counselor staff while visiting them to congratulate them on having won the reenlistment plaque.



METHOD OF PRESENTATION of reenlistment lectures given to training and permanent party troops is very often a factor in the decision of a prospect. SFC Paul E. Moury (left) and Sgt James A. Britt deliver such a lecture.



SGT JOSEPH GOSELIN makes a call at the Fort Leonard Wood NCO Academy. A touring counselor averages 60 miles per day doing his on-post counseling.



# The Big Payoff for FY '60

Thirty-three top recruiting personnel, both officers and enlisted men in the Fourth U. S. Army Recruiting District, were honored by being presented special awards for outstanding performance of duty during the past fiscal year.

These presentations were made during a two-day conference for U. S. Army Recruiting Main Station commanders in the Fourth U. S. Army area, which was held in the historical Alamo City of San Antonio, Texas.

Recruiters from all over the five-state area of Texas, Arkansas, New Mexico, Oklahoma and Louisiana were joined by key military personnel from Headquarters Fourth U. S. Army, Fort Sam Houston, Texas.

Lt General Edward T. Williams, commanding general, Fourth U. S. Army, presented the awards.

Col William M. Gold, chief, Military Personnel Procurement Division, Department of the Army, Washington, D. C., attended the conference.

The Fourth U. S. Army Recruiting District Achievement Award and a special letter of commendation went to MSGt Leonard M. Evans of the Abilene, Texas, USARMS. In addition to these awards, Sergeant Evans was also presented with the Army Commendation Medal by Department of the Army. He was also named Recruiter of the Year for the Fourth U. S. Army Recruiting District.

Four other recruiters received awards for achieving 150 percent or more of their assigned objectives for the entire fiscal year of 1960. They were MSGt Charles F. Vincent, Corpus Christi, Texas RS; SFC Harold A. Bonesio, Lake Charles, Louisiana RS; SFC Elmer Goodrich, Alexandria, Louisiana RS; and SFC Virgil R. Lingrel, Las Cruces, New Mexico RS.

Twenty-four additional awards for achieving 150 percent or more of assigned objective for the last half of the 1960 fiscal year went to recruiting personnel from various recruiting stations in the area.

Also, five special awards were presented to recruiting main station commanders for their outstanding work in achieving the highest percentage of enlistments for the entire fiscal year 1960.



**TWENTY-NINE TOP RECRUITERS** receive the Fourth U. S. Army Recruiting District Achievement Award for achieving 150 percent of assigned objective for the last half of FY 60 or for FY 60. Receiving the award, from the USARMS's indicated, are (front row, left to right) SFC Lester W. Thomas, Oklahoma City; MSgt George Poertner, Jr., Dallas; MSgt Jerry Andrews, Little Rock; MSgt Albert B. Daone, Oklahoma City; SFC Julian M. Bueno, San Antonio; Sgt Paul E. Tardiff, El Paso; Sgt Robert Butler, Abilene; Sgt James D. Wilson, Abilene; MSgt Franklin D. Jones, Abilene; MSgt Alford E. Edwards, Little Rock. Second row: Sgt James O. Wolff, Shreveport; MSgt Leonard W. Evans, Abilene; SFC Harold G. Stephens, Abilene; SFC Elmer Goodrich, Shreveport; SP5 Shirley Weber, New Orleans, Outstanding WAC recruiter; SFC Virgil R. Lingrel, El Paso; MSgt Lawrence A. Wilson, Houston; MSgt Emanuel E. Newton, El Paso; MSgt Richard Birnbaum, Dallas. Back row: Sgt Thomas R. Dean, Oklahoma City; MSgt Charles F. Vincent, San Antonio; MSgt Charles R. Grano, San Antonio; SFC Hugh G. Luttrell, Shreveport; SFC Harold A. Banesia, Shreveport; SFC William T. Jones, Amarillo; MSgt Paul L. Eagleman, Amarillo; SFC Wayne M. Nordmon, Shreveport; SFC Francis O. Barhom, El Paso; and SFC Richard W. Simms, Jr., El Paso. Not present for the presentation was Sgt Nera B. Webb, Oklahoma City.

Capt Lenas G. Weisheit, commander of the Abilene USARMS, received an award for his station for achieving the highest percentage of enlistments for the fiscal year 1960, and another for over 150 percent of objective for the last half of the fiscal year.

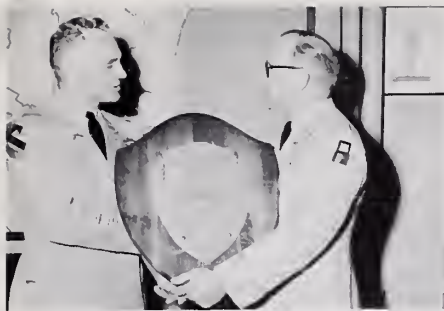
During the conference recruiting problems were discussed and ideas were exchanged covering all phases of the recruiting program in the Fourth U. S. Army for fiscal year 1961.

The conference was culminated by a special reception and dinner given in honor of the visiting military dignitaries and top recruiting personnel.



Capt Martin Blitzter (left), commanding officer, Portland, Maine, USARMS, receives special plaque in recognition of highest WAC occasions in First U. S. Army Recruiting District for FY '60 from Col Robert L. Webb.





← Cal Robert L. Webb (right), commanding officer, First U. S. Army Recruiting District, presents Tap Recruiting Service Award plaque for FY '60 to Maj Filmare W. Mc-Abee, commanding officer, Baston USARMS.

→ Cal Robert L. Webb (center) presents First U. S. Army Certificate of Achievement to MSgt Robert E. Hathorn, First Army Tap Recruiter of FY '60 from Bongor, Maine, USARMS, as Mrs. Hathorn watches.



MSgt Tany Azevedo (right), Phoenix, Ariz., USARMS Top Army Recruiter for FY '60, receives congratulations from Maj Joseph A. Peacock, USARMS commander, for his outstanding production record. Sergeant Azevedo is commander of the Phoenix RS. The personnel under his supervision procured 368 enlistments for a 113.1 percentage during FY '60, of which Sergeant Azevedo personally enlisted 139 RA personnel for 127.5 percent of his assigned objective, on average of 11.6 per month.



Maj Arnald Sakal (right), deputy commanding officer and chief of operations division, Third U. S. Army Recruiting District, presents the Army Commander's Trophy to Capt John L. Buckley, commanding officer, Miami, Fla., USARMS. The award was made to the Miami USARMS for attaining the largest percentage of Regular Army enlistments in ratio to assigned objectives in the seven-state Third U. S. Army area for the period January-June 1960.



Portland, Oreg., WAC commanding officer, 1st Lt Moe E. Hodges and her staff received a Sixth U. S. Army Certificate of Excellence for highest recruiting production during FY '60 for Women's Army Corps in Sixth Army. Presentation is made by Maj Mory E. Nelsan, fiscal officer, Sixth U. S. Army. Present at the ceremony are (left to right) Lieutenant Hodges, Major Nelson, SFC Anne B. Hawkins and SP5 Arleen Patt. Fourth member of this winning team is Sgt Alberta Wurth.



Maj Gen Gilman C. Mudgett, deputy commanding general for the Reserve Forces, Sixth U. S. Army, presents two Certificates of Excellence to Maj Lloyd E. Rubbelke, commanding officer, Oakland USARMS, and his recruiting supervisors for obtaining the highest recruiting production in Sixth U. S. Army Recruiting District during FY '60. Left to right are MSgt Jock T. Quinby, MSgt Pottrick H. Kelly, Major Rubbelke, General Mudgett, MSgt Francis E. Hinijaso, MSgt Walter L. Moyfield, and MSgt Vestol V. Nunlist.



# 12 Reasons Why You Should Do Your Prospecting By Telephone

by Jack Schwartz

(Continued from September RJ)

## REASON #7.

*You Win More Sales Because You Have "Conditioned" Your Prospects.*

Every prospect who has consented by telephone to be called upon, is a picked and conditioned prospect. An important part of the sales job has already been done. He or she has given you an unconscious signal that he is in the market for your goods, or at least, in an undecided state. The telephone appointment consent has *screened out* the non-prospect, the hostile or determined rejector, the convinced hard-shell disputer, etc. It has winnowed out the chaff and given you only the wheat. The success of your courtesy and diplomacy in securing an appointment by telephone is a telegraph code message to you that your personality as a salesman is accepted and that your proposition is a fair candidate for purchase.

## REASON #8.

*You Are Enabled to Confine Your Working Area and Concentrate on a Class of Prospects.*

The telephone appointment system of prospecting gives you the opportunity to be a real modern, analytical sales manager "planning your work and working your plan" (the famous key to sales success). You select tomorrow's working area, confine your telephone prospecting to this area alone, and by knowing precisely what class of prospects there are in this selected area, you are enabled to shoot much closer to the bull's eye, in your sales talk, as you go from one interview to the other, you become more efficient because you learn more about the reactions of this class of prospect in this particular area. You can in this way work methodically and concentratedly over your sales territory—which is exactly how the star salesmen do.

## REASON #9.

*The Telephone Method Keeps You in Closer Touch With Customers.*

If you have a good line to sell, invariably you have reason to go back again to those you sell, either to "service" them, or sell them more. As you made your

first contact with them by phone, it is so much easier and more natural that you continue that mode of contact. You can do this, at the right intervals of time, for a large number of customers, and thus continue your association with them, without exhausting yourself physically. You thus build up a large and expanding web of customer relationships, which are certain to expand your income. You can also make use of these customers to provide you with more leads. A satisfied customer doesn't mind being referred to.

## REASON #10.

*Telephone Prospecting is Modernized Salesmanship Enabling You to Sell Almost Anything, Anywhere.*

When you prospect by telephone, there is no mileage limit to your work. The telephone companies have made it as easy to call someone 1000 miles away as 1000 feet away. An astonishing amount of long distance selling or appointment making is done today in many lines of businesses—even in the selling of locomotives or bridges. There are firms who sell nationally by telephone, even *internationally*. The further the distance, the more logical that you make an appointment by phone, rather than travel and take your chances of being received. Customers today realize that even a salesman's time is precious and expensive.

A phone call to make an appointment is the ultra modern scientific way to sell. We are no longer so wasteful and callous about salesmen's time.

But *you* must modernize your sales approach to fit this new era, and don't think ordinary sales experience will serve. Telephone Prospecting is a very highly special technique, full of sink holes for the thoughtless and untrained. Take a refresher, modernizing course to bring yourself up-to-date on this highly effective way to win more sales.

## REASON #11.

*Telephone Prospecting is More Personally Rewarding, Agreeable, Exciting.*

After all, this great network of 50,000,000 telephones is an Aladdin's Lamp of magic possibilities. You sit at your desk and with your own fingers in a few moments, you can bring before you

(in voice, even if not in person) almost anybody you wish, near or far and make an impression upon them. I have sold in all ways, all over the United States, but never have I had the same thrill as when I work the telephone dial to round up my quota of prospects. It is both a challenge and an adventure. It enlarges more than any other sales method, one's range of contacts and business acquaintances, even friends. It removes the laden burden of foot-slogging and futile "barging in" upon people who resent your coming. Via the telephone, the contact is fleeting, swift, and to the point—too short and decisive to be resented, but pleasantly welcome in many cases.

## REASON #12.

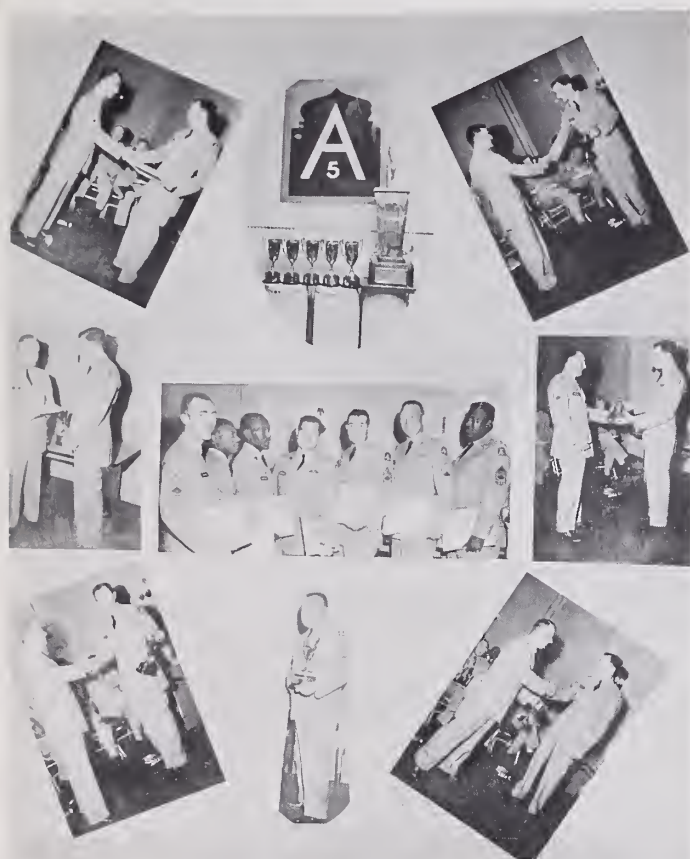
*Telephone Prospecting is Your Surest Bet For Increasing Your Earnings.*

I did some figuring some time ago (in my selling of insurance solely through telephone prospecting) and I discovered that *every time I lifted the telephone receiver off the hook, I earned \$5.60*. Yes, actually! By this I mean that if I divide the monthly amount of my commission earnings with the number of prospect-hunting telephone calls I made in that interval, I have made \$5.60 for each and every call I made, even the calls which didn't result in appointments.

I have for several years now, done *all* my selling on the telephone-appointment basis and have consistently stood at the top among my company's salesmen as a result. I have also taught the telephone prospecting method to others in clinics, and my pupils have proved in their performance, that the principles I use are correct. They turn telephone appointments into orders if they are conscientiously followed (as detailed in my book, *"How To Get More Business By Telephone"*, \$5. postpaid).

Telephone prospecting is not some fancy new stunt or the sales gimmick of the moment. It is a highly logical and even necessary modern outgrowth of our technological life of today. As such, I think every salesman should teach himself the new technique if he is interested in making his life as a salesman more profitable and less of a physical wasteful burden.





Detroit, Mich., USARMS reviews FY '60 production and awards in pictures. Top left is SFC Michael O'Brien, Top Recruiter, Detroit USARMS and Fifth U. S. Army Recruiting District, FY '60. Trophies already won and to be awarded are center. Top right is MSgt James O'Connell, Area A supervisor, receiving trophy for his area from Major Arthur P. Ellis, Jr., Detroit USARMS commander. Center left is Col James N. Shigley, commander, Fifth U. S. Army Recruiting District, presenting a Certificate of Achievement to Major Ellis. Center photo shows members of Detroit's FY '60 Century Club. They are SFC Michael O'Brien, SFC Grohom McNeil, Sgt Louis Anderson, MSgt Desker Campbell, SFC Clarence Bullington, MSgt William Murrory, and MSgt Charles Hughey. Center right and lower left show MSgt Mox Featherstone, Area B supervisor, being presented his area's awards by Major Ellis for winning two contests. Lower center is MSgt Robert Wiles, Suburban Area supervisor, whose area won Detroit USARMS FY '60 Recruiting Contest. Lower right is MSgt Robert Thomas, Area D supervisor, being presented a trophy by Major Ellis for his area's record.



Taking full advantage of the recruiting potential during the 15th Annual Convention of the famed 101st Airborne Division, held in Detroit, Mich., at the Stotter Hilton Hotel, Detroit recruiters enlisted a platoon for the 101st Airborne Division. Applicants come from all parts of the lower peninsula. The montage shows (top left) the Michigan Airborne Platoon members being sworn into the Army by Major Gen Benjamin Horrell, commanding general of the 101st Airborne Division, and (lower left) platoon members enjoying convention dinner as guests of the 101st Airborne Society. At right (reading from the top) are Major Gen William Westmoreland, former division commander and now Superintendent of the United States Military Academy; General Maxwell D. Taylor, WWII commander of the division; Major Gen Benjamin Horrell; and General Anthony McAuliffe, who endeared the division to all Americans in WWII by saying "nuts" to the enemy.

## Thinking Man's Slogan

In a ceremony held at the Wilkes-Barre, Pa., USARMS, MSgt Gordon Woodring, Army recruiter in Hazlet, Pa., receives special commendation and a copy of the Army recruiting poster with the theme "Take 3 With a Guarantee," pointing up the Army's three-year enlistment program with assignments guaranteed. Sergeant Woodring submitted this original recruiting slogan to the Chief, Recruiting Publicity Branch, Hq Second U. S. Army, where it was placed at the top of the list of recruiting publicity projects for the coming year. Capt Bliss H. Croft (right), Army recruiting commander for Northeastern Pennsylvania, presents the poster to Sergeant Woodring.



## West Point Class of 1964

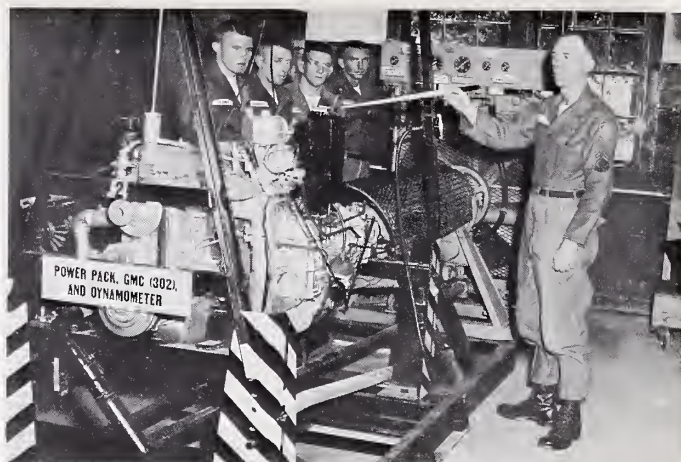
Publication of the pamphlet "Class of 1964," containing statistics on the class which entered the Academy in July of this year, was scheduled for mailing in September. Copies will be distributed to secondary schools by U. S. Army Recruiters in early October following the same procedures used in USMA Catalogue distribution.

(From Admissions Division Newsletter, United States Military Academy, West Point, N.Y.)





**STUDENT (second from right) LEARNS WELDING** from MSgt Poul E. Tienert (right), NCO in charge of the welding shop of the school's Ground Mobility Department.



**MSGT WINIFRED COOPER (right), NCO in charge of the power train classroom, shows students the power train of a truck.** Engine temperature, vacuum horsepower and other vital figures are indicated on dials mounted in the rear.

# Mechanical Education Leads to Responsible Position

## Infantry Mechanic's Course (7-R-631.1)

The time when almost any amateur could keep a car running with a little "chewing gum and bailing wire" has long since disappeared.

Such hit-and-miss methods may still keep some power lawn mowers perking for a while, but the high compression complicated engines and power trains of today's advanced cars and trucks call for a thorough mechanical education.

Realizing this, many young men in the modern U. S. Army are taking advantage of their military service to get a complete and up-to-date education in the complex mechanical field by applying for the Infantry Mechanic's Course (7-R-631.1) at the U. S. Army Infantry School at Fort Benning, Georgia.

Aided by some of the best training aids in existence, competent instructors at the school begin with the basic theories and facts, and carry the students through the step-by-step phases of vehicle operation and maintenance. The course ends with a graduation certificate that stands for knowledge of not only small vehicle maintenance but tank and heavy truck repair as well.

The graduate has gained ability and know-how that will be his to use not only during his military career, but also throughout the rest of his life.

The course is so successful that in July of this year the classes were increased to 14 annually instead of the former 10, each with a capacity of 50 students.

Conducted by the Ground Mobility Department of The Infantry School, the mechanic's course trains able mechanics for all units and commands of the Army.

Highly skilled instructors and a schedule streamlined and proven by time have made it possible to complete the comprehensive course in 10½ weeks.

After checking in at Fort Benning and being assigned to quarters, each newly arrived student is given all the information he needs about the post, the local area including Columbus, Georgia, and Phenix City, Alabama, and his class at the school.

His every need has been provided for and he will find that he can concentrate on his classes without distracting discomfort about housing, food or personal needs.

When the class actually begins, it is with the basic concept of the gasoline engine. Fundamental subjects such as electrical, cooling, lubrication and air-fuel systems are covered completely through the use of training aids that actually work. Cutaways which have been built by instructors at the school from discarded parts show the inside workings of each element of the motor.

With the conviction that careful operation of a vehicle is half the maintenance fight, early classes deal with those things the Army driver is responsible for doing and checking.

The mechanic must know these things

so he can assist the unit in its program for better and safer driving and early detection of troubles.

Preventive maintenance is heavily stressed. This is the planned and scheduled performance of driver and mechanic checks to assure continued safe operation of the truck or tank or other vehicle. These checks include changing of oil, installation of anti-freeze, tire inspections, daily check of tools, instruments, equipment, batteries and other accessories.

With these responsibilities covered, the course gets into Army jeeps, trucks, tanks, personnel carriers and other combat vehicles.

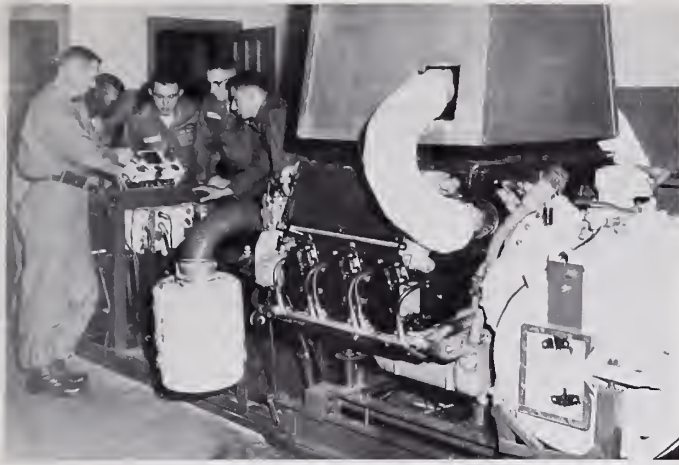
Engines are fully operational on stands under good lighting inside classrooms of the school. This allows students to see every part of the engine without having to climb under a hood or under a truck. Everything is exposed for easy reference and ease of instruction.

Some of the engines in each classroom have been cut away to show how parts work inside each other. These are able to really move as they would in the truck.

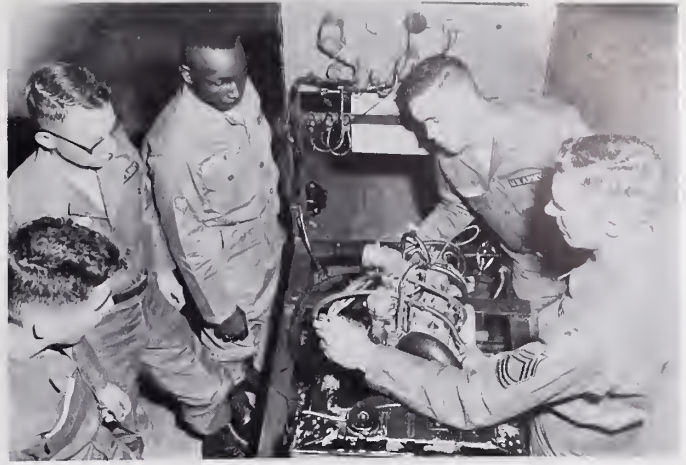
The training aids have led students who had mechanical training in high schools, trade schools and service stations to say they have learned many things they never knew before, and understand engines better, even in the first week of the course.

Chassis subjects are also treated to the





**M-41 TANK ENGINE AND TRANSMISSION**, easily accessible on all sides and with all dash instruments close at hand, run right in class as students study all combat vehicles. **MSGT Frederick W. Altimus** (left), tank engine instructor, points out a red warning button on the dash panel, and will move to the engine to locate the point of trouble.



**MSGT CHARLES F. NICHOLS** (right), NCO in charge of the advanced engine classroom of the Ground Mobility Department, conducts a class in engine trouble shooting, an important phase of the 10½-week Infantry Mechanic's Course.

same effective methods. Actual frames, put together from pieces by the instructors, have transmissions and transfer cases which work perfectly, even though spare pieces have been cut out to let the students look into them as they run. Powered by generators set into the floor, these power train models leave no doubt in the minds of the class as to just how they work and why. The clutch, four-wheel drive and gear shift are there.

Included in chassis subjects are the front and rear axles, brakes, suspension, steering and even welding.

Though each graduate will not be a welder as such, every battle group has welding equipment authorized, as do separate armored units. The mechanic who graduates from the Infantry Mechanic's Course will know the operation and safety factors of welding, and be able to perform welding jobs if called upon to do so. He will surely understand the problem of welding and what the welder can or can not do to support his own work.

In another building synchromesh and automatic transmissions are set up for close study during the class, including a tank engine and transmission with all dash instruments safely installed permanently in class. Exhaust and some of the noise are funneled out through the roof of the building.

Each phase of instruction—chassis, basic engine and advanced engine subjects—has an examination. A constant watch is kept on the progress of each student.

A sizeable portion of the course is devoted to engine trouble shooting. This subject is divided into three phases in

the advanced engine subjects. All three consist of demonstrations and then practical work by students.

Phase I covers procedures to follow in the event an engine fails to crank.

Phase II outlines procedures to follow in adjusting and correcting trouble in the primary and secondary ignition circuits and air-fuel system, when an engine cranks but will not start.

Phase III familiarizes the students with proper trouble shooting methods when an engine starts but runs badly. This last phase also covers the proper use of gauges, special tools and other trouble shooting equipment.

During the 47 classroom hours devoted to full-track vehicles, a thorough familiarization is first presented. This gives the future mechanic a working knowledge of the capabilities and limitations established for each combat vehicle.

The ability of each type of tank and carrier is fully demonstrated, since the mechanic must know the top performance of each unit to keep it performing perfectly.

Specific instruction on each of the six major systems of the main engine of full-tracked vehicles is offered, followed by comparison of these with truck engines, night-driving instructions, maintenance practice and an examination.

Night-driving instruction is given with all vehicles during the course. Since a mechanic must be able to move any combat vehicle in his unit during operations or in the motor park in camp, he must understand the hand and arm signals devised for safely directing and driving tanks, large trucks or prime movers. Special additions which aid in night-driving are covered in the course.

Another subject presented during the mechanic's course is map reading. Reviewed to assure that the students can operate a truck or tank during a changeable tactical situation if necessary without becoming lost or confused, this instruction is reduced to the vital information and knowledge needed to keep from being lost on the road.

Briefings on nuclear weapons and air transportability complete the intense course.

Nuclear subjects are included because the mechanic must understand the effects of radioactive exposure on vehicles and men must know decontamination procedures and must be able to use all defensive measures at hand to avoid contamination.

Nuclear subjects are presented by the Command and Staff Department of The Infantry School, while airborne demonstrations and instruction are presented by the Airborne-Air Mobility Department in cooperation with the Ground Mobility Department.

Since mechanics are involved with the lashing, rigging and loading of vehicles for air transport or air drop, these subjects are thoroughly demonstrated and explained.

Possible damage and the most important maintenance steps and repair procedures following air movement are covered to hold time loss through the effects of altitude on air-fuel systems or other damage to a minimum.

At the conclusion of the course, each graduate returns to his own unit or is assigned to one which needs his knowledge and ability. He is prepared to step right into a responsible, vital position on the team.



## Are You Missing a Bet In Your Community?

One of the most valuable contributions that recruiters can make to the Army and to Army recruiting is to establish themselves so prominently in the community life of their areas that strong recruiting support will be received from the many civic organizations and their leaders.

It has been sometime since this publication has received a report that an Army recruiter was made an *honorary member of any civic organization*. We know it's happening every day and this magazine would like to hear about it. Possibly, we can use the story for the civic organization's national magazine.

For example, in a certain city where the Recruiting Service opened a new sub-station, recruiting personnel were welcomed to their new location by the mayor. On the day following the inauguration of the station, recruiters were tendered an invitation to attend a banquet held by the local Rotary Club. At the banquet, recruiting personnel were presented with a standing invitation to attend the noon luncheons of the Rotary Club every Wednesday.

By their relationship with such important civic organizations, these recruiters have succeeded in establishing themselves as respected and well-known business people in the community. Yes, the Army is a business, big business, both in the efficient manner of discharging its responsibilities to the nation and by the very nature of its functional and organizational setup.

All recruiters should take an active interest in local civic organizations. By working with these groups they will earn their gratitude and in turn be invited to participate in their functions and enterprises. The support received as a result of such interest and participation will reward the Army Recruiting Service many times over.

We're talking about organizations such as the American Legion, VFW, Elks, Chambers of Commerce, Junior Chambers of Commerce, Rotary, Kiwanis, Lions, Eagles, labor groups, women's clubs, etc. Although none of them will go all out in the enlistment of personnel, they will prove a powerful factor in making each community cognizant of recruiting needs and will do a tremendous job of "beating the bushes" for you.

# Impact with Black Light

By 1st Lt D. O. Ellerthorpe  
Chicago USARMS

In Fifth U. S. Army Recruiting District, the letters TSTT mean "to sell is to tell," and this slogan applied to display advertising calls for IMPACT.

To produce impact in advertising, the Chicago USARMS uses the standard means which include size, shape, color, and design, and to these adds *black light*.

Although new to many, *black light* is used extensively in training aids, and is recognized for the unusual effects produced by its illumination. The illumination attracts attention and holds interest long enough to put across the message.

Materials used in our work shop to make what we call *black light* displays are plywood, black paint, white paint, assorted colors of Day Glo paint, brushes, a *black light* unit, and imagination—lots of imagination.

The cost involved is negligible in proportion to the impact which these displays produce. Day Glo paint comes in more than a dozen colors and costs about \$5.40 a quart. An adequate *black light* unit of six to 80 watts may be purchased for about \$25. This initial cost may seem high but a *black light* unit is convertible and may be used with an infinite number of displays with unlimited effects.

A six by five foot *black light* display painted with Day Glo can be produced by even inexperienced men in two and a half days.

If you are asking how you can make a *black light* display, here is the answer. First you must have an idea that can be put on paper. Consideration must be given to the place where the display is to be located. If it is in competition with too much light, it is best to place it in a shadow box.

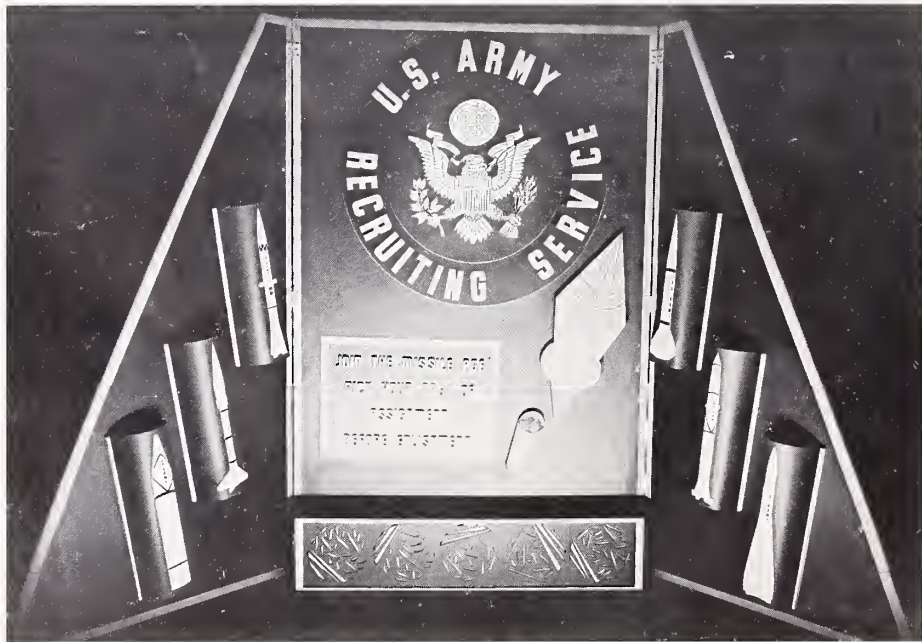
The drawing comes next. In size and design, it must be appropriate for the space and not cluttered.

Production is the final phase. When using Day Glo colors for *black light* displays keep in mind that colors appear brightest when used in contrast with dark non-fluorescent colors.

The best painting procedure is first to paint the entire background black. When dry, the area to be illuminated is given one coat of white paint. When this is dry, it is painted with the color or colors of Day Glo desired. The display is now ready for illumination. For the best effect, place the *black light* unit a distance from the display which measures about half the height of the display.

A *black light* display created by the Chicago USARMS for Waller High School's entry in the City of Chicago Annual Armed Forces Day High School ROTC Display Contest took second place.

The first month that the Chicago USARMS used *black light* displays, it placed first in enlistments among other USARMS's in the district.



**BLACK LIGHT DISPLAY** made by Chicago USARMS, is a reproduction of the U. S. Army's Juno II. The surfaces are painted with Day Glo paint on a black background. The missile protrudes to give a 3-D effect. The cost of this display was \$30 and construction time was two and a half days.



# IN THE SPOTLIGHT



In recognition of his outstanding assistance to Army recruiting personnel, the popular host of the Noon Show on WSM-TV, Nashville, Tenn., Jud Callins, is presented Appointment as Honorary Recruiter by SFC Wallace L. Paulson, information supervisor, Nashville USARMS.



Admiring Certificate of Appreciation presented to Radio Station WDDY, Gloucester, Va., by Capt. L. H. Owens, commanding officer, Richmond USARMS, are Mr. George Lazzara (right), station manager, and SFC Homer L. Rhaden, Army recruiter for the area.



Mr. Dave Burke (left), plant manager, Nashville Branch, General Outdoor Advertising Co., who has made every effort to help Army recruiting, accepts Certificate of Appointment as Honorary Recruiter from Maj. Welch C. Bryant, Nashville USARMS commander.



Mr. Ralph Looney (left), city editor of the Albuquerque Tribune, Albuquerque, N. Mex., who has given outstanding assistance in publicizing opportunities in the U. S. Army, receives Certificate of Appointment as Honorary Recruiter from Moj E. G. Shorpe, adjutant, Fourth U. S. Army Recruiting District.



MSgt. Harry H. Shonk (left), Indianapolis USARMS, presents Certificate of Appreciation to Mr. Thomas R. Kackley, president of Indianapolis Red Cob Co. for his assistance to the recruiting program in the area, on example of which was placing JOIN U. S. ARMY bumper stickers on more than 100 taxis.



Mr. George M. Davidson (left), Civilian Aide to the Secretary of the Army for Indiana, receives Certificate of Appointment as Honorary Recruiter for his support of recruiting activities and special assistance in the promotion of the HOOSIER PLATOON, from Maj. Jahn B. Moore, Indianapolis USARMS commander.



Maj. Welch C. Bryant (left), commanding officer, Nashville USARMS, recognizes the assistance of these civilians to MSgt. Earl Dornell, Clarksville, Tenn., by presenting them with Certificates of Appointment as Honorary Recruiters. Left to right are the Mayor of Clarksville, the Honorable W. W. Barksdale; Mr. Dan Moore of Radio Station WDXN; Mrs. Wova Frey, secretary of the Clarksville Chamber of Commerce; and Mr. John Bailey, Radio Station WJZM.



A Certificate of Appointment as Honorary Recruiter is presented to the Honorable Jim Waters, Mayor of Lufkin, Tex., by Capt. Richard D. Allen (second from right), recruiting officer, Houston USARMS. MSgt. George W. Evans (left) and MSgt. Ernest L. Martin (right), local recruiters, recommended the award.



# In Support of Army Aviation

The battlefields of tomorrow will confront us with tactical and logistical problems never before encountered in land warfare. Some persons are, however, prone to consider these to be the only problems of the Army today. This is not true. Army aviation, which will play a primary role in solving the problems of the future, confronts us now with the difficult problem of maintaining and logistically supporting a high inventory of complex aircraft within the Army.

Helping to meet this current challenge are the staff members and instructors of the U. S. Army Transportation School at Fort Eustis, Virginia. Here men are taught the all important job of maintenance support.

Maintenance support covers every echelon of maintenance with first and second echelon maintenance being considered as organizational maintenance, third and fourth echelon considered as field maintenance and fifth echelon considered as depot maintenance. Organizational maintenance is the job of the using unit and instruction at this level is conducted at the U. S. Army Aviation School, Fort Rucker, Alabama.

Field maintenance, however, is a direct responsibility of the Transportation Corps and courses covering this level of instruction are conducted at the Transportation School.

Of particular interest is the Transportation School's course of instruction offered in the Tandem Rotor Helicopter Repair field. The course at the present time covers the maintenance and repair of the Army H-21 (Shawnee) helicopter, the only tandem rotor helicopter in the present Army inventory. In the not too distant future, this field will be increased to include the HC-1B (Chinook) helicopter which incorporates twin turbine engines. The H-21 Shawnee is classified as a light transport helicopter which is used in normal missions of transporting troops within the combat zone, resupply of front line units, and in many cases, aero medical evacuation. The capacity of this helicopter under normal operating conditions is 12 litter patients and a medical attendant or 12 fully equipped combat troops, or 3,000 pounds of cargo. It is able to operate with loads of this capacity within a radius of action of 50 miles.

While organization and daily routine line maintenance is a necessity, it is also essential that the field maintenance mechanic receive advanced training necessary to qualify him for assignment to the maintenance units furnishing this maintenance support. Personnel trained to support the H-21 Shawnee helicopter receive their instruction at the Transportation School by attending the Tandem Rotor Helicopter Repair Course (55-R-676.4). Requirements for such trained personnel vary slightly from year to year but would average approximately 225 students each year.

The course is 15 weeks in duration, and in Fiscal Year 1961, it will be offered nine times. Each class has a capacity of 24 students. Enrollment in this class is open to those enlisted men who have a minimum of 13 months service remaining after completion of the course and who have as a prerequisite for entry a minimum standard score of 100 in the (MM) mechanical aptitude area. During the 15 weeks

the students receive 525 hours of academic instruction, the remaining 135 hours covering the non-academic subjects attending all courses of instruction within the Army. This non-academic subject material can be classified as opening and closing exercises, training time, drills and ceremonies, and pay calls.



**INSTALLATION OF HORIZONTAL STABILIZER**—SP4 Frederick Gorraway (left), Pvt Michael Honcharik and SP4 John Tunning (seated) install the horizontal stabilizer on an H-21 Shawnee helicopter. This particular phase is conducted in the ninth week of the Tandem Rotor Helicopter Repair Course.



**REMOVAL OF ENGINE**—An R-1820-103 engine is being prepared for removal from an H-21 Shawnee helicopter by students attending the Tandem Rotor Helicopter Repair Course. Students are (left to right) Pvts Jerome Edling, Robert Utt, Victor Burns and David Poul. Looking on is SP5 John Crass, instructor in the course.



Since no previous aviation background experience is required as a prerequisite, instruction is designed to introduce the student to the general subjects which are applicable to this field. Some of these subjects might be classified as an introduction to the Army Aviation Program, a review of mathematics and an introduction to basic physics, interpretation of technical drawings, a thorough mastery of the use of technical manuals including the Federal Stock Numbering System so essential to proper requisitioning procedures.

After having mastered these general subjects, the student then progresses through instruction covering sheet metal and structural repair, problems affecting weight and balance of this particular type of aircraft, rotor blade repair, servicing, repair and replacement of hydraulic systems, electrical systems, and instrument repair. Progress then introduces the man to the powerplant and powertrain systems and here he is exposed to the maintenance and repair of the R-1820-103 engine and the complicated transmission, shafting and clutch arrangement.

Having mastered these, the student is given considerable instruction on actual troubleshooting of the engine powerplant system. The student then receives instruction covering the flight control system and the airframe phase of the H-21. Having completed this phase, he then progresses through the maintenance and shop management phase of training where he is exposed to work accomplishment problems similar to the type of work which would be encountered in field maintenance organizations. Included in this, of course, is an exposure to production and quality control, and while the basic mechanic will not, in all likelihood, be required to perform in this position immediately upon his graduation, he has been acquainted with the problems involved and can better perform in his assigned position.

Completion of this course qualifies the man for a .4 skill level in his basic MOS. This is the entry toward a more

advanced MOS as a 679.5 which would designate him as a technical inspector, rotary wing aircraft, with an appropriate increase in rank. With an MOS designating this skill he then becomes eligible for further advancement through school training to qualify him as an aircraft repair supervisor with an MOS of 679.6 and progress then is possible through the .7, .8 and .9 levels which would qualify him for positions up to and including sergeant major.



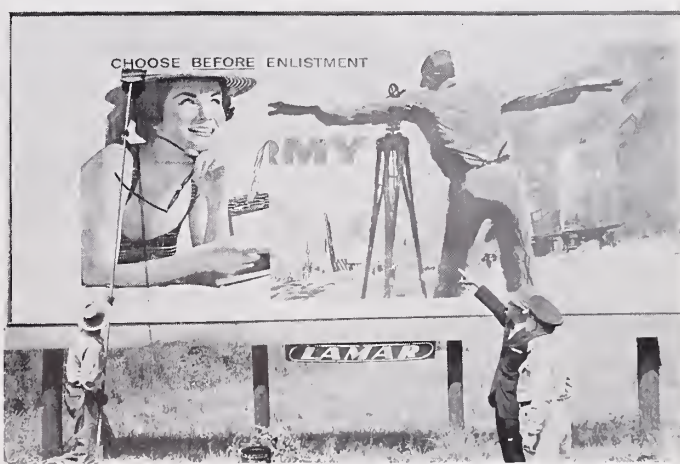
**REMOVAL OF ROTOR HEAD**—SP4 Darrell Snethen (right) instructs SFC Roger Hankins and Craftsman Chester Wood of the Royal Canadian Electrical Mechanical Engineers, in the proper method of removing the aft rotor head of an H-21 Shawnee helicopter. The weight of the rotor head is approximately 330 pounds. Craftsman Wood is one of several allied students in the Tandem Rotor Helicopter Repair Course class.

## Army Theme on Every Doorstep



Over 600,000 milk cartons carried the "Choose Army" recruiting theme throughout the South Alabama, Northwest Florida, and the Fort Benning Post areas. SFC Swannie Griffin of the Pensacola, Fla., RS, received the wholehearted cooperation of officials at the Baldwin Dairy Farms of Pensacola in getting this Army recruiting advertising into the homes of area residents. Shown with samples of the "Choose Army" milk cartons are (left to right) SFC Swannie Griffin, Pensacola RS; Mr. Chris P. Zirkelbach, vice president of Baldwin's; his father, Mr. J. F. W. Zirkelbach, president of the dairy firm; and Maj Fred J. Corsan, Montgomery, Ala., USARMS commander at time photo was taken.

## Special Effects



Na, it's not a new 24-sheet billboard of the Army Recruiting Service, but the girl looks pleased as she views the Choose Before Enlistment poster. This picture was taken as the 120th 24-sheet billboard was being pasted by Lamar Outdoor Advertising Company, Jackson, Miss. Witnessing the board going up are Mr. Ralph R. Lewis, ass't mgr of Lamar Advt Co., and Capt James B. Wright, of the Jackson USARMS. The billboard is placed on the main street of Jackson, and Mr. Lewis estimates that approximately 35,000 people pass the location during each 24-hour period. It is planned to place between 50 and 75 more boards throughout Mississippi within the next six months.

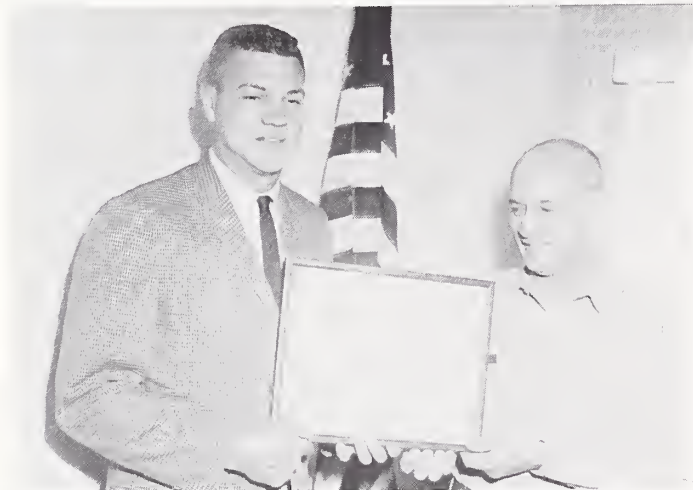


## "Man Bites Dog" At Montgomery USARMS

To give a certificate of appreciation is somewhat routine in the Recruiting Service, but when a civilian organization gives the Recruiting Service a certificate for a job well done, the story becomes somewhat unusual. That's exactly what happened when the Montgomery, Alabama, USARMS commander had the unusual distinction of being presented an award on behalf of the Recruiting Service.

It all resulted from a TV commercial film produced as public service by WSFA-TV, Montgomery, to help promote enlistments for the Alabama Honor Platoon. (See "The Montgomery Experiment" on page 9 of the November 1959 RJ.) This outstanding TV public service spot announcement, with SFC H. Smith doing the recruiting commercials, was produced at no cost to the Recruiting Service. The 30-day all-out publicity campaign resulted in 39 enlistments in one day.

The film was entered in competition with all public service films throughout the area. It was selected for honorable mention resulting in the award to the Recruiting Service. This film is being offered to the Recruiting School at Fort Benjamin Harrison, Indiana, for review and possible consideration as a training aid.



MR. CHAUNCEY WOOD (left), president of the Advertising Club of Montgomery, Ala., presents Moj Richard T. Amos, Montgomery USARMS commander with a certificate of "Honorable Mention in the Field of Advertising conferred upon U. S. Army Recruiting."

## OFFICIAL RECRUITING BOX SCORE

Where do you stand?

Percentages attained of assigned objectives

**July 1960**

U. S. ARMY AREA	NPS	PS	WAC	COMBINED
First	82.6	79.4	60.0	81.5
Second	100.4	98.7	101.4	100.2
Third	102.7	104.0	77.8	102.3
Fourth	103.0	119.6	102.5	105.9
Fifth	98.3	114.4	83.9	99.5
Sixth	84.1	106.1	81.1	86.9
Total	95.1	104.3	84.6	96.0

Source: RCS AG-54 Report

### August 1960 "Flash" Results

U. S. ARMY AREA	NPS	PS	WAC	COMBINED
First	96.0	93.7	76.5	95.2
Second	125.5	116.6	84.1	123.0
Third	108.7	104.0	112.9	107.9
Fourth	102.3	128.3	105.9	107.0
Fifth	108.5	126.1	112.0	110.4
Sixth	99.5	113.1	145.7	102.6
Total	107.8	114.4	104.7	108.6

Source: AG-185 Report

## Plus Listening Power

Sgt Warren R. Willmon of the Franklin, N. C. Recruiting Station has been instrumental in arranging for full publicity coverage of his area. Sergeant Willmon has two 15-minute disc jockey radio programs each week at Station WCVP, Murphy, N. C. The station manager, Mr. Mox Blokemore, states that his station covers 12 counties and estimates that 20,000 people are listening at any one time.

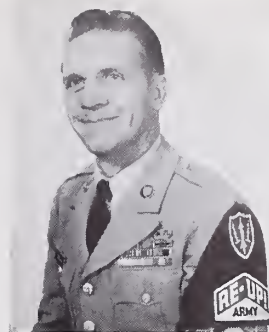




# Serving

# with

# Sullivan



## Man's Greatest Need

By SFC Charles J. Sullivan

It has been said that a man usually cannot appreciate the value of something he has always had until he has lost it and must struggle to get it back. Yet it is also acknowledged that a man need not learn such a lesson the hard way if he is wise enough to profit by the experience of others.

In counseling young men about Army career opportunities, it is disheartening to see many who are about to throw away something they will soon be struggling the rest of their lives to regain. I am referring to man's greatest need and the Army's greatest career advantage—SECURITY. Webster defines this need as "freedom from exposure to fear, danger, anxiety, or uncertainty."

Many young men who leave the Army would never consider doing so if they could begin to appreciate the tremendous value which the Army type of security will be to them in a few more years.

But let's consider just how important security really is and then discuss why it is so difficult for young men to appreciate.

One indication of the importance of

security is the growing plague of mental health problems. Recently I read in a medical journal that over half of the hospital beds in the country are filled with mental illness victims and that there is undoubtedly a larger number of people in need of help than the number who actually receive it. The journal further stated that the vast majority of mental health problems is caused by feelings of insecurity.

Another indication of the importance of security is the vast number and size of companies which sell security. I have been told, by people who should know, that insurance companies are the major mortgage holders in the country. Considering life insurance alone, there are some 200,000 agents representing more than 1,400 companies in the United States.

The main reason the average young man fails to recognize what security means to him is simply because he has never been without it. All his life he has been sheltered, protected, and guided by his adult relatives, friends, teachers, and now by the Army. When he leaves the Army he will be on his own and facing the real insecurities of life for the first time. Gradually, at first, and then ever more swiftly, he will be forced into

the battle of the relentlessly competitive and always uncertain business world.

A percentage of young men who leave the Army will carry security with them in the form of college degrees, influential family support, and a passion to achieve specific goals which has been cultivated in them since birth. These men will not miss Army Career Security. Although most young men I interview claim to have special advantages to ease their way, surveys show that most business men feel that they must exert an uncomfortable amount of effort just to get by.

Certainly, a man who has chosen the Army as a career has had to compromise between his dreams and reality. Though he is not likely to get rich, nor is his life all peaches and cream, his course is steady and sure. He has all the security he needs and, in the long run, acquires much more material wealth than the average American.

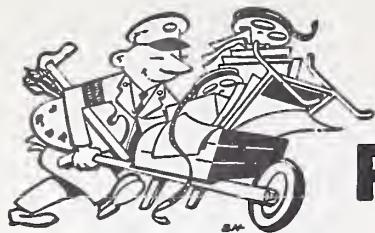
In the final analysis, it is understandably difficult to appreciate the dangers of sickness, accidents, business failure, and old age dependency when you are young, healthy, and inexperienced. Yet those who are wise enough to profit by the experience of others can see why security is the Army's greatest career advantage and "Man's Greatest Need."



## Telephone Sales Techniques For New York Recruiters

Miss Myrtle Collins, customer service consultant, New York Telephone Co., explains auditory reactions to diverse vocal tones via telephones. Participating in the demonstrations to enhance recruiting sales techniques are several recruiters from the New York USARMS. The idea evolved from a news item in the Recruiting Journal which described a similar technique currently in use by the Pacific Telephone Co. The demonstration was a pilot and was enacted at the New York USARMS to be expanded throughout the First U. S. Army Area. Plans are under way to duplicate the telephone sales demonstrations at recruiting sales meetings.





# U. S. ARMY RECRUITING PUBLICITY 'PROPS'



## National Advertising Schedule

### U. S. Army Ads—October 1960

#### Male Enlisted

(Full Page—Duotone)

It Happens Before Enlistment

Scholastic Magazines

Science World

Choose Your Army Travel Before Enlistment

National Future Farmer (Oct.—Nov.)

Choose It Yourself Before Enlistment

Hot Rod

Popular Science

Get A Real Head Start In Work You Like

Mechanix Illustrated

#### Educators

To Help You Guide The Seniors Who Don't Go On To College

Scholastic Teacher

Science Teacher's World

N.E.A. Journal

Journal of American Personnel & Guidance Ass'n

American Vocational Journal

43 State Teachers' Magazines

School Shop

Industrial Arts & Vocational Education

#### Reenlistment

(Full Page—Block and White)

Leadership Ad

Army Times—1, 15

Army Magazine

#### Judge Advocate General's Office

(Full Page—Block and White)

Graduate Lawyers, Tackle Important Cases

American Bar Association Journal

The Student Lawyer

## In Production For Automatic Distribution Later

Announcements of items in this column are frequently followed by a small deluge of requisitions. It is unnecessary to request initial shipments of these items until after distribution has been made and the item listed under the heading "Now Available For Requisitioning From MPPD-TAGO."

Selected For Success (WAC Officer booklet)

Somebody Special (WAC Enl. Booklet) (For probable distribution in early fall)

RE-UP Army Bumper Sticker on VIN-L-Stix

Pocket Guide for MOS Option Folders

MOS Charts on 35mm slides

Instruction book for MOS Charts

MOS Charts (small) Rev.

The Mark of a Man—combat specialist booklet

The Secret of Getting Ahead—reprint

For High School Grads and Seniors Only—reprint

This Is How It Is—reprint

High School Graduation folder

Travel—permanent type poster

Specialist in Success—permanent type poster

Choose—permanent type poster

Combat Arms—permanent type poster

Window Card—combat arms

Specialist in Success—window card

USARADCOM Fact Sheet—Regular Army Missileman

USARADCOM Fact Sheet—F-124 revised

USARADCOM Fact Sheet—F-106 R revised

Plasticoat Bookcovers

## In Production For Ordering From Stock Later

Recruiters and reenlistment personnel are asked **NOT** to write for any of these sales aids until **AFTER** the items have been listed in "Now Available For Requisitioning From MPPD-TAGO."

TAKE ONE rack—wall model

TAKE ONE rack—table model

Military Guidance in Secondary Schools

U.S. Army Band option folder

Electronics option folder

Military Crafts option folder

Precision Maintenance option folder

Electrical Maintenance option folder

Graphics option folder

Combat Specialties option folder

General Technical option folder

Clerical option folder

Motor Maintenance option folder

Special Forces option folder

Intelligence option folder

## Now Available For Requisitioning From MPPD-TAGO

Should you desire any of the following recruiting or reenlistment sales aids, make requests through channels to The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN-M. Requests should contain the complete title of the instrument desired, together with the identifying symbol (bug) if possible. The bug normally appears in the lower right hand corner of the outside back cover of each booklet.

TAKE ONE rack—floor model

The World Is Waiting—89-434

Spreading the Word (Public Relations Manual)—611-130



What Are Your Son's Chances Of Making Good—LB-681  
 Army Occupations And You—Revised 1959  
 Enlisted Pay Folder—910-432  
 Airborne Option Folder—911-476  
 Choose Before Enlistment (Road Building) 24-sheet billboard poster  
 Choose Before Enlistment (Road Building) car card  
 Sorry I Missed You (recruiter calling card)—910-426  
 Meet The Modern Army—05-98  
 For Men Only—100  
 Pick Your Vocational Training—102  
 Male Enlisted Die Cuts, 24" Summer and Winter Uniform  
 A Report On Educational Opportunities In Today's Army  
 Insignia Poster—87-36  
 Letterpress Newspaper Mats—98-328  
 "On Duty" flip cards—81-488

## Women's Army Corps Materials

WAC Enlisted Die Cuts, 21" Summer and Winter Uniform  
 WAC Enlisted Direct Mail Piece

## Reenlistment Publicity Materials

Army Career Group Reenlistment—91-34  
 New For You RECAP—99-384  
 Re-Up Window Card, 11 x 14"—89-130  
 Replacement Cards for Reenlistment Interview Guide—84-116  
 Career Counselor, 11 x 14" window card without easel—83-632  
 All Present Or Accounted For (booklet) presentation guide for the film of the same title—82-546  
 90-Day Wondering—handout—810-168  
 A Word To The Wives—98-120  
 Desk Piece—Re-Up Army—810-178

## Radio

### Transcribed Weekly Programs

#### *Army Bandstand*

This is a very popular 15-minute program designed for young America listener appeal. It features the music of the U. S. Army Band Orchestra conducted by Lt Col Hugh Curry. On alternate weeks music makers such as Dick Hyman, Dave Pell, Richard Maltby, etc., climb aboard with their programs. Tunes and talent appearing on October's programs are:

*Program 121* for release week of October 3 features Dick Hyman Trio. The Dick Hyman Trio plays *Together Wherever We Go*, *Summer Love*, and *Mozzarella*.

*Program 122* for release week of October 10 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *All About Love* and the U. S. Army Band Orchestra plays *Moten Swing*, *Boomsie*, and *Slow and Easy*.

*Program 123* for release week of October 17 features Dave Pell and his orchestra. Dave plays *Dark Eyes*, *Then I'll Be Happy* and *Mountain Greenery*.

*Program 124* for release week of October 24 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *All By Myself* and the U. S. Army Band Orchestra plays *"I Don't Know Why, My Man Shelley*, and *Take The "A" Train*.

*Program 125* for release week of October 31 features Richard Maltby and his orchestra. Richard plays *Mr. Lucky*, *Softly*, and *Tipsy*.

#### *Country Style U.S.A.*

Top-notch Country and Western artists appear this month on the Recruiting Publicity Center's weekly transcribed series, which continues to be one of the most popular transcribed radio shows produced by RPC and is currently broadcast by 1,999 stations. The talent for the month of October includes Daryl McCall, Warner Mack, Joan Hager, Billy Grammer, Tommy Jackson, The Jordanares, Wilma Lee and Stony Cooper.

*Program 268* for release week of October 3 features Stony Cooper with guest Wilma Lee. Stony and Wilma sing *We Live In Two Different Worlds* and *There's A Big Wheel*. Guest Wilma Lee sings *Poor Ellen Smith* and the boys in the band play *Back Up and Push* and *Wildwood Flower*.

*Program 269* for release week of October 10 features The Jordanares with guest Billy Grammer. The Jordanares sing *Dig A Little Deeper*, *One Of These Mornings*, and *I Can't Sit Down*. Guest Billy Grammer sings *It Takes You* and the sidemen play *Back Home Again In Indiana*.

*Program 270* for release week of October 17 features Tommy Jackson. Tommy plays *Red Wing*, *Golden Slippers*, *Irish Washerwoman* and *Alabama Jubilee*.

*Program 271* for release week of October 24 features Billy Grammer with guest Joan Hager. Billy sings *I Gotta Travel On*, *Unknown Soldier*, *Bonaparte's Retreat*. Guest Joan Hager sings *Baby You've Got Me*.

*Program 272* for release week of October 31 features Daryl McCall with guest Warner Mack. Daryl sings *Under Your Spell Again*, *Sweet Dreams*, and *Accidently On Purpose*. Guest Warner Mack sings *Yes*, *There's A Reason* and the sidemen play *I Want To Be Happy*.

#### *The Steve Lawrence Show*

Series six to be released in December and series seven in March, continuing through June '61. This program features prominent guests such as Roger "King" Mozian, Al Martino, De-Castro Sisters, Conway Twitty and others. Is available for weekly airing by radio stations.

#### *Army Hour*

From the Pacific, *The Army Hour* is pleased to present a special program "Ten Years on Guard." This is a special report on Korea and the U. S. Army Pacific. It contains the historical background leading up to the Korean War in 1950, and interviews and statements from Korean nationals and soldiers on the scene during the battle for Seoul. The reconstruction of Korea is told in the voices of orphans, government officials and young Korean college graduates. This is followed by an on-the-scene description of Seoul today, of the countryside from a helicopter, and a visit to the front lines on the 38th Parallel. The program concludes with a statement on the mission of the United States Army, Pacific, by its Commander-in-Chief, General I. D. White.

From Heidelberg, Germany, *The Army Hour* presents another facet of the People-to-People program as the Seventh Army invites a group of students from Heidelberg University to visit U. S. Army installations.

From Aberdeen Proving Ground, Maryland, an *Army Hour* reporter is on the scene as an instrumented balloon is sent up to determine water vapor distribution in the stratosphere.

Music on the program is played by the United States Army Band and sung by the United States Army Chorus.

(Continued on page 22)



## Publicity Props (Cont'd)

### Network Programs

(These programs are listed for informational purposes only; not available for requisitioning)

#### *At Ease*

Saturdays 1835-1855. Soft music for relaxing mood by the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace. Over The American Broadcasting Network.

#### *Songs by Steve Lawrence*

Saturdays 1230-1300 (New York broadcast Sundays from 0815-0845 hours). Aired over the Columbia Broadcasting System Network on Saturday mornings featuring songs by U. S. Army Specialist Steve Lawrence and the music of the U. S. Army Band Orchestra under the direction of Lt Col Hugh Curry.

#### *Topic of Conversation*

New series of discussion programs about today's young Americans. Over Mutual Broadcasting System, Saturdays 1235 EST. See page 16, September issue RJ.

#### *Mutually Yours*

Over Mutual Broadcasting System, Thursdays 1905 EST. Features the Army Chorus.

## Films

### Signal Corps

#### *The Ramparts We Watch*

AFSM 582, 22 min., 1960, color. Role of manpower in modern military establishment; how joint efforts of the Services implement Defense operations. Introduction by Secty of Defense Thomas Gates.

#### *The Hollow Coin*

(Industrial Security)

MF 30-9259, 15 min., 1960, black and white. Documents capture and trial of Soviet spy, Colonel Rudolf I. Abel; objectives of Dept of Defense Security program, and role of individual worker to effect security.

#### *Group Living*

TF 16-2885, 9 min., 1960, black and white. Raises the question as to whether the mounting pressures of society are depriving the individual of his right to live his life as he chooses.

#### *The Golden Rule*

TF 16-2886, 7 min., 1960, black and white. Concerns the application of the Golden Rule, posing the question as to what extent it should be carried out.

\* \* \*

## Special Report to A.U.S.A. Members

Interesting facts about current Army Recruiting objectives with a complete rundown on the latest programs. Folder shipped to members of the Association of the U. S. Army, with information copies to MPPO's and recruiters. These copies were for MPPO's and recruiters' information only, there are none available for ordering.

# Fall Schedule— U. S. Army Exhibit Unit

### Tour #1

#### CAVALCADE OF PROGRESS

8-23 Oct.	Texas State Fair	Dallas, Tex.
31 Oct.-5 Nov.	South Georgia Legion Fair	Valdosta, Ga.
9-19 Nov.	Greater Jacksonville Agrl & Industrial Fair	Jacksonville, Fla.

### Tour #2

#### THIS IS THE ARMY EXHIBIT #1

4-8 Oct.	Dixie Classic Fair	Winston-Salem, N.C.
11-15 Oct.	North Carolina State Fair	Raleigh, N.C.
20-22 Oct.	Burley Tobacco Festival	Abingdon, Va.
24-29 Oct.	Mechlinburg County Fair	Charlotte, N.C.

### Tour #3

#### THIS IS THE ARMY EXHIBIT #2

21-30 Oct.	Louisiana State Fair	Shreveport, La.
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### Tour #4

#### THIS IS THE ARMY EXHIBIT #3

29 Sept.-8 Oct.	Southeastern Fair	Atlanta, Ga.
17-22 Oct.	National Peanut Festival	Dothan, Ala.
24-27 Oct.	Normandale Shopping City	Montgomery, Ala.
31 Oct.-6 Nov.	Southeastern Coastal Fair	Savannah, Ga.

### Tour #5

#### MISSILES

3-8 Oct.	Gregg Exposition & Live-stock Show	Longview, Tex.
12-16 Oct.	Southwest Louisiana Fair	Eunice, La.
20-29 Oct.	South Texas State Fair	Beaumont, Tex.

### Tour #6

#### PENTOMIC ARMY (STRAC) EXHIBIT #1

3-8 Oct.	Central Alabama Fair	Selma, Ala.
10-15 Oct.	South Alabama Fair	Montgomery, Ala.
17-22 Oct.	Greater Gulf States Fair	Mobile, Ala.
26 Oct.-5 Nov.	Special Showing—Sidney Lanier High School	Montgomery, Ala.
9-19 Nov.	Greater Jacksonville A&I Fair	Jacksonville, Fla.

### Tour #7

#### PENTOMIC ARMY (STRAC) EXHIBIT #2

17-23 Oct.	Pensacola Interstate Fair	Pensacola, Fla.
25-29 Oct.	North Florida Fair	Tallahassee, Fla.
7-12 Nov.	Putnam County Agricultural & Youth Show	Palatka, Fla.



# THE BIG PICTURE Announces

## Early Line-Up for Fall

Thousands and thousands of words could be written suggesting to recruiters and information personnel how their "sales pitch" should be conducted insofar as promotion for the Army's weekly documentary TV series, **THE BIG PICTURE** is concerned.

While "a rose is a rose is a rose" is an accepted statement of literary fact, "a film is a film is a film" is a false premise.

Films cover many different formulas, philosophies, and sounds, but primarily a film documentary (as produced for **THE BIG PICTURE**) must have three basic dimensions if it is to serve its function in community television, justify its existence in accordance with Army objectives, and operate successfully in distribution channels to the advantage of American viewing audiences.

These primary dimensions are: audience, impact, believability.

To start the fall season with a bang, **THE BIG PICTURE** series is releasing a film subject in October worthy of Army attention, called "Project MAN."

Here is a film record of an event which took place this summer at Fort Benning, Georgia. The Army presented a dramatic showing of its latest and best in weapons and equipment. This episode brings to TV viewers examples of what

leaders in industry, government, and the military saw during a three-day demonstration.

The code name, "MAN," had a double significance. The initials "M-A-N" stood for "Modern Army Needs." The type of weapons and equipment the United States Army is developing, and must have, to be prepared for combat and to preserve the peace were shown.

But those initials also spell out "MAN . . ." and the quality of any Army, however well equipped, depends ultimately on the quality of the individual men who fill its ranks.

"Project MAN" is thirty-minutes viewing of the latest Army weapons, vehicles, and techniques in action. It is a dramatic showcase of today's Army capabilities, and tomorrow's possibilities.

From the standpoint of the recruiter and the information officer, this film is an extremely fine one to start the new season which marks the start of ten years of broadcasting for the Army's documentary TV series. It has been an active summer getting ready for the new releases and one during which more productions have been activated than ever before. By and large these film presentations will include those subjects that deal with new developments in the re-

search field and in the tactical.

Maximum utilization of the series, however, has not been fully realized. Decentralization of the distribution, an important step in placement of the shows, is now one year old with responsibility in the hands of the Central Film and Equipment Exchanges and the Information Sections of each of the Army commands. A review of the top 100 market areas shows the following communities *not* telecasting **THE BIG PICTURE** series:

Cleveland, Ohio	San Francisco, Calif.
Kansas City, Mo.	Portland, Oreg.
Memphis, Tenn.	Dayton, Ohio
Toledo, Ohio	New Orleans, La.
Nashville, Tenn.	San Diego, Calif.
San Jose, Calif.	Jacksonville, Fla.
Orlando-Daytona, Fla.	Chattanooga, Tenn.

How to straighten out this problem—the summer re-run blues—can be ably demonstrated by a campaign initiated by Second Army Recruiting District in which markets were approached and all-out efforts were made to interest television stations in the series. The final results have not yet been reported, but they may very well close the gaps in some markets listed above.

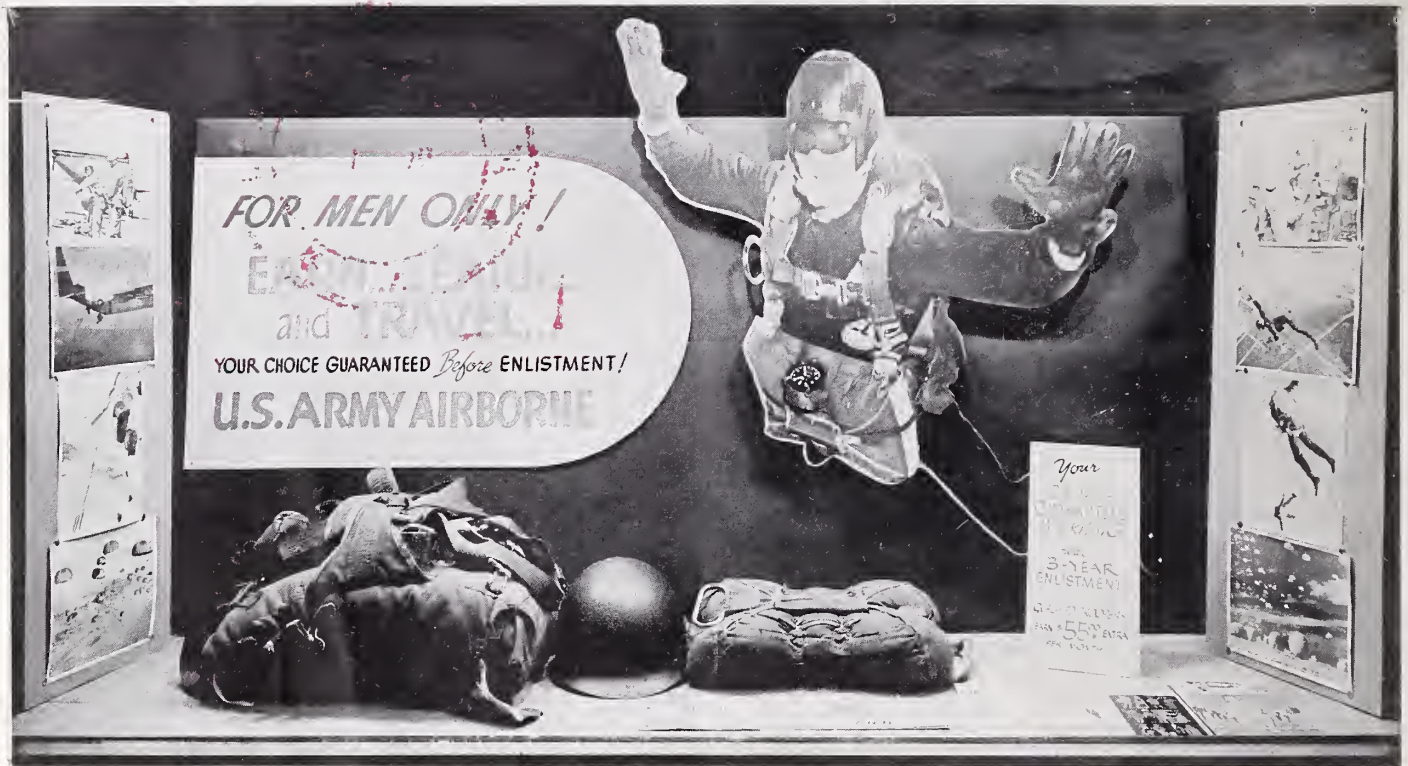


**THE BIG PICTURE** camera looks over the shoulder of President Eisenhower during "Project MAN" demonstration at Fort Benning, Go. In the background is the new Pershing Missile.

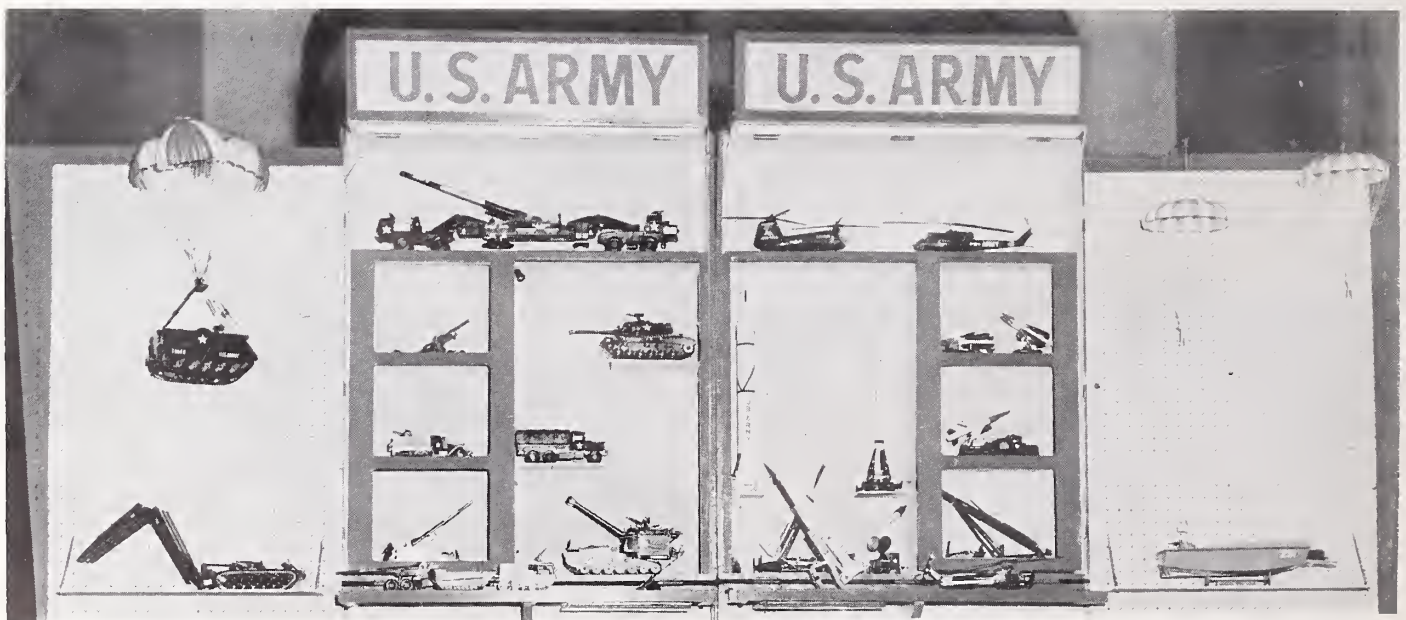


**AN EXCITING DEMONSTRATION** of hand-to-hand combat is demonstrated by Rangers at "Project MAN" and promises considerable interest for TV viewers in October when released to stations.





This attractive display was located on the Main Street of Knoxville, Tenn., in a window of the Knoxville Utilities Board, and attracted thousands of viewers during the 30 days it was on display. Mr. Ralph Culvahouse, assistant advertising manager for the Utilities Board, arranged for the window space and also assisted the Knoxville USARMS in fabrication of the display. The parachutist was made from a photo of a member of the 101st Airborne Division, "Screaming Eagle," Sky Diving Team.



Models assembled as an off-duty pastime were used to arrange an attractive display emphasizing today's space age and modern mechanized Army. They were assembled by 1st Lt James Sachse, recruiting officer, New Orleans, La., USARMS. He also redesigned and constructed the portable booth from other exhibits.